



PIC DESIGN CORP.

477 Atlantic Avenue East Rockaway, Long Island, New York 11518

A Subsidiary of **BENRUS** Watch Company, Inc.



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42887

BOX 1548

POUGHKEEPSIE

NY 12601



PIC DESIGN CORP.

477 Atlantic Avenue East Rockaway, Long Island, New York 11518

Telephone: (516) LY 3-6470

A Subsidiary of **BENRUS** Watch Company, Inc.



Dear Sir:

Simply by filling in and mailing the enclosed postcard, you can get your copy of PIC's new 522-page catalog, which lists over 25,000 precision components available from stock.

It lists hundreds of new precision components never before cataloged, never before available from stock.

Most professionals have thought of PIC primarily as a source for precision gears. However, we now also stock a large number of other precision components, including

Shafting	Bearings	Fasteners
Clutches	Brakes	Tool Components
Dials	Collars	Differentials
Spacers	Speed Reducers	Instrument Plates

With the help of the new PIC catalog, you can:

- 1: Design using standardized precision components, available from stock.
- 2: Produce today's ideas today. (Most orders are shipped within hours of receipt.)
- 3: Design with confidence. PIC precision is completely dependable.

Please fill in and mail the enclosed postcard, before you forget!

Sincerely,

W. R. CARNEY
W. R. Carney
Director of Marketing

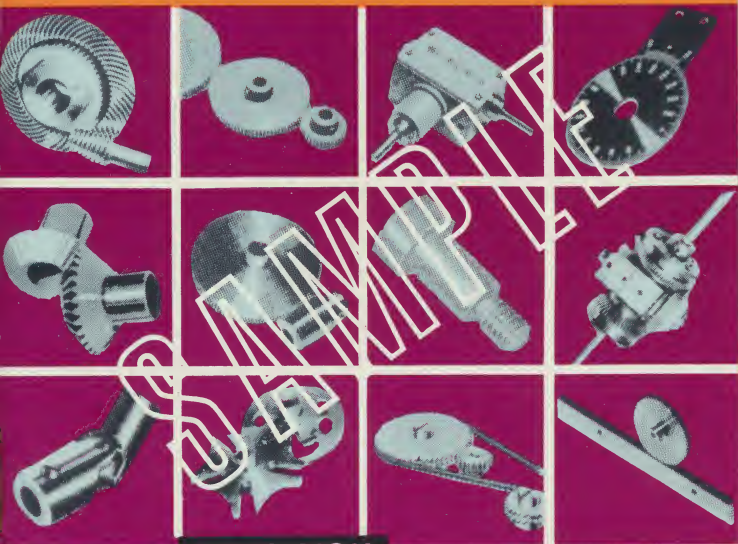
NOTE:

P.S.: At the same time we send you our catalog, we'll put you on the list to receive all future technical bulletins on new developments in the field of precision instrument components.

CATALOG #34

PIC

New York • California



PRECISION

**GEARS • SHAFTING • BEARINGS
FASTENERS • NO SLIP DRIVES
TOOL COMPONENTS**

25,000 ITEMS ON THE SHELF • "PIC" FROM STOCK

WHAT'S NEW

About This New Catalog

1. New items:

Hundreds of new precision parts, never before catalogued, now available from stock.

2. New prices:

Completely repriced — New quantity-discount policy for savings.

3. New index:

Expanded index makes it easier to locate the precise part you want.

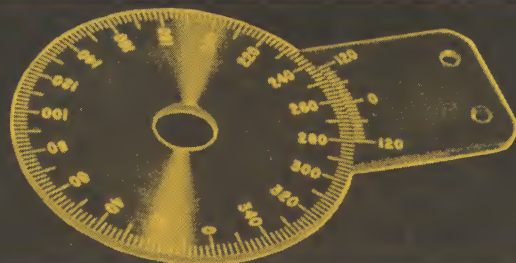
4. New technical section:

For product and performance information.

5. New policies:

It's easy to do business with PIC.

See pages 156 thru 159,
340 thru 342



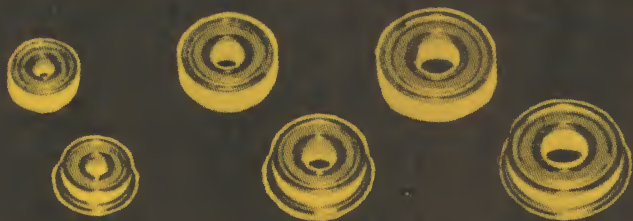
DIALS

Precision engraved
dials. In Stock.

"PIC" From Stock. Produce
Today's Ideas Today!

See pages 17 and 18

See pages 497 thru 499



BEARINGS

ABEC-7 tolerance anti-friction bearings. **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**



KITS

Prototype kits for development work. **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 399 thru 405

See pages 380 thru 390

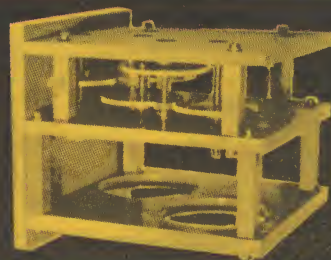
NEW



CLUTCHES AND BRAKES

Popular frame sizes.
In Stock.

**"PIC" From Stock. Produce
Today's Ideas Today!**



INSTRUMENT PLATES

Stainless and aluminum
precision instrument
bearing plates.

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 377, 378, 379

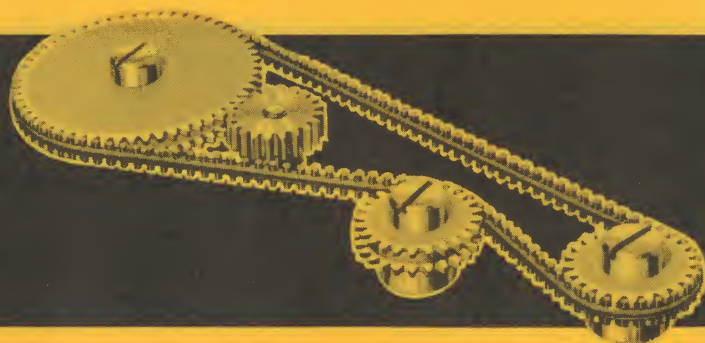
See pages 451 thru 467



NO-MAR® SET SCREWS

The nylon tipped No-Mar set screw takes a positive lock on a precision shaft without subsequent shaft damage. **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**



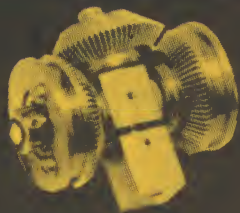
NO-SLIP BELT DRIVES

No maintenance, flexible positive drive element — **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 286 thru 289

NEW



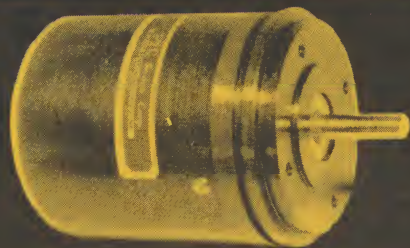
Hollow Shaft Differential

Instrument assemblies
with precision ball bearings — **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 293 and 294

NEW



ADJUSTABLE LIMIT STOP ASSEMBLY

Precise angular motion
control devices. **In
Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 1 thru 12

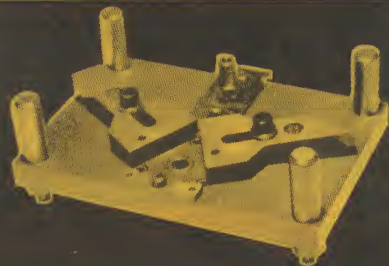


Shafting / Collars / Spacers

Stainless Steel precision components for instrument systems. **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 471 thru 496



TOOL COMPONENTS

Stainless Steel clamping mechanisms for the tool room. **In Stock.**

**"PIC" From Stock. Produce
Today's Ideas Today!**

See pages 13, 15, 16,
295 thru 307



FASTENERS

Hard to get instrument
sized stainless steel
fasteners in stock:

*Taper pins, dowel pins,
machine, set, captive
and thumb screws, nuts,
washers, lock washers
and studs. In Stock.*

**"PIC" From Stock. Produce
Today's Ideas Today!**

How To Find What You're Looking For

INDEX

Listing all parts in alphabetical order. Plus sub-indices for ready reference to gear pitches, etc.

pp
517
522

POLICIES

Specifying terms of sale, shipping methods, etc.

pp
iii

TECHNICAL SECTION

Listing specifications and performance data on products.

pp
503
516

PRODUCTS

Including gears, shafting, bearings, fasteners, tool components, and hundreds of other items.

pp
1-499

PIC DESIGN CORPORATION



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TELEPHONE: 213-782-6702

SUBSIDIARY OF BENRUS WATCH COMPANY, INC.

The PIC Plan

FOR CREATIVE ENGINEERING



DESIGN

prototypes from standard components — choose from 25,000 precision items in stock.



PRODUCE

today's ideas today! Most orders shipped within hours.



SPECIFY

PIC parts for production, whenever precision is required.

"It's Easy to Do Business With PIC"

PIC

DESIGN CORPORATION



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Yes! Yes!

Please send me my NEW PIC catalog #34

I UNDERSTAND THAT IT LISTS OVER 25,000 PRECISION COMPONENTS AVAILABLE FROM STOCK.

NAME _____ COMPANY NAME _____ TITLE _____
ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

I AM PARTICULARLY INTERESTED IN THE FOLLOWING TYPES OF COMPONENTS:

_____ SHAFTS	_____ SHAFTING	_____ BEARINGS	_____ TOOL COMPONENTS
_____ DIALS	_____ CLUTCHES	_____ COLLARS	_____ DIFFERENTIALS
_____ SPACERS	_____ KITS	_____ BRAKES	_____ INSTRUMENT PLATES
_____ FASTENERS	_____ SPEED REDUCERS	_____ ADJUSTABLE LIMIT STOP ASSEMBLIES	

I UNDERSTAND YOU WILL ALSO PUT ME ON THE LIST TO RECEIVE FUTURE TECHNICAL BULLETINS DETAILING NEW DEVELOPMENTS IN THE FIELD OF STANDARDIZED PRECISION COMPONENTS.